

NORTH CAROLINA DIVISION OF TOURISM, FILM AND SPORTS DEV.



MARCH 20, 2014

WIT TUTTELL

ACTING ASSISTANT SECRETARY FOR TOURISM

PROGRAM GOALS

- More people, staying longer, spending more money
- Strategic marketing investments
- Leveraging resources through partnerships



MEASURING SUCCESS

Visitor research (demographics, activities, attitudes)

Economic impact

ROI/attitude and awareness

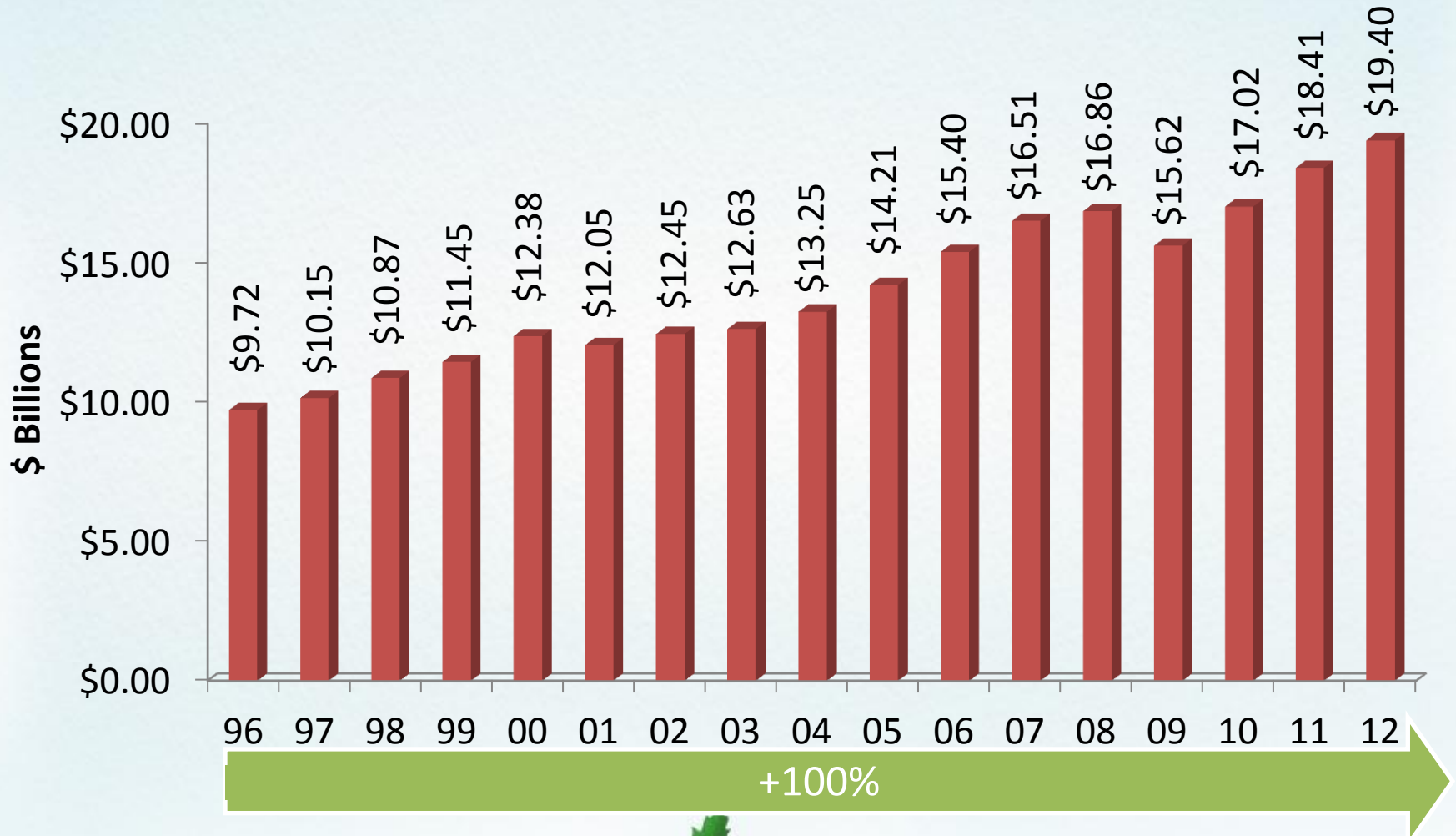
Web analytics

Social engagement

Partner investment



DIRECT VISITOR SPENDING IN NORTH CAROLINA



2012 RECORD YEAR FOR NC TOURISM

\$19.4 Billion in Visitor Spending

Nearly 200,000 Jobs

\$970 Million in State Tax Revenues

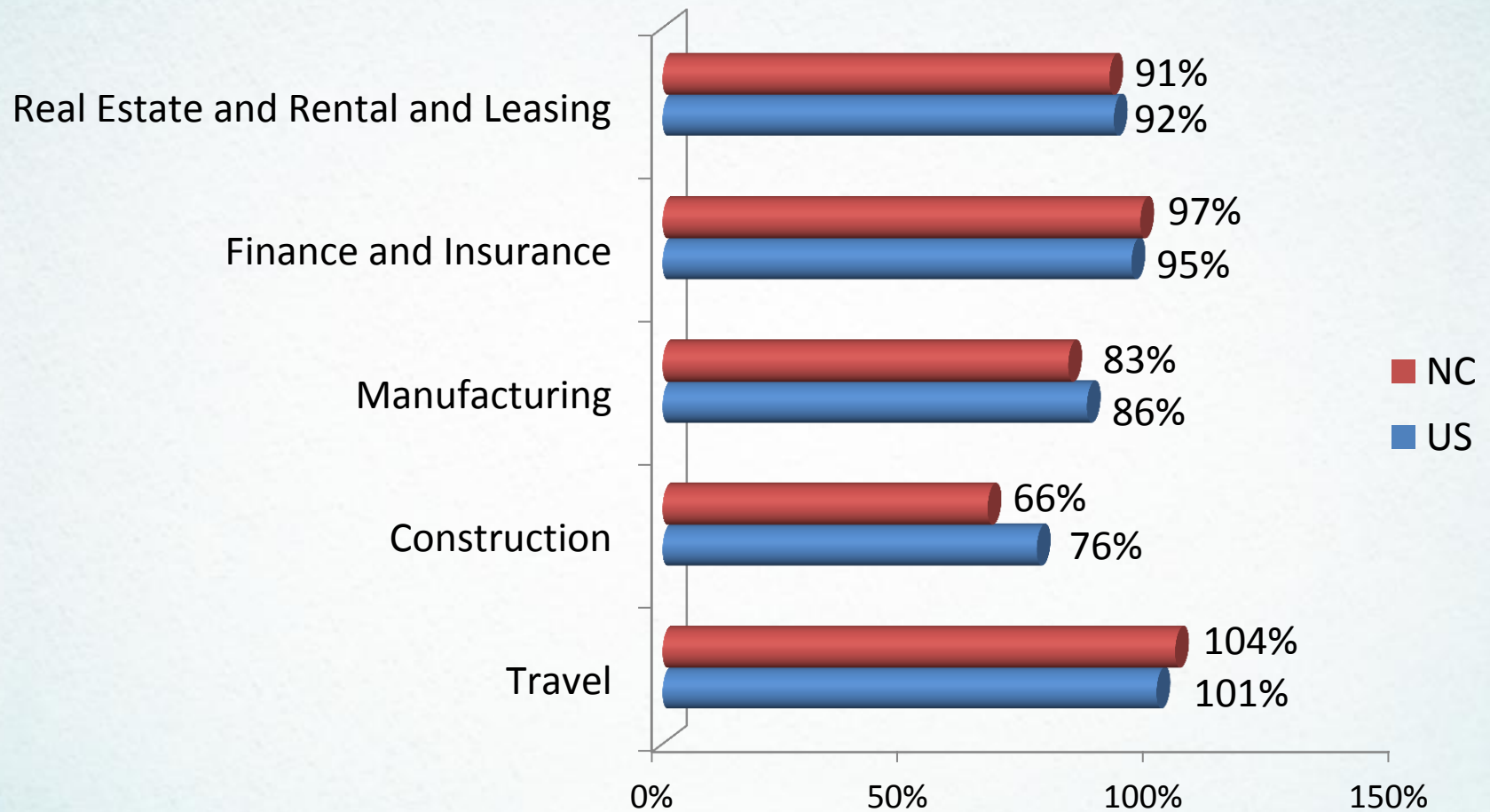
\$579 Million in Local Tax Revenues

Visitors contribute \$4.2 Million Per Day in State and
Local Tax Revenues

NC Households save \$423 in taxes due to visitor spending



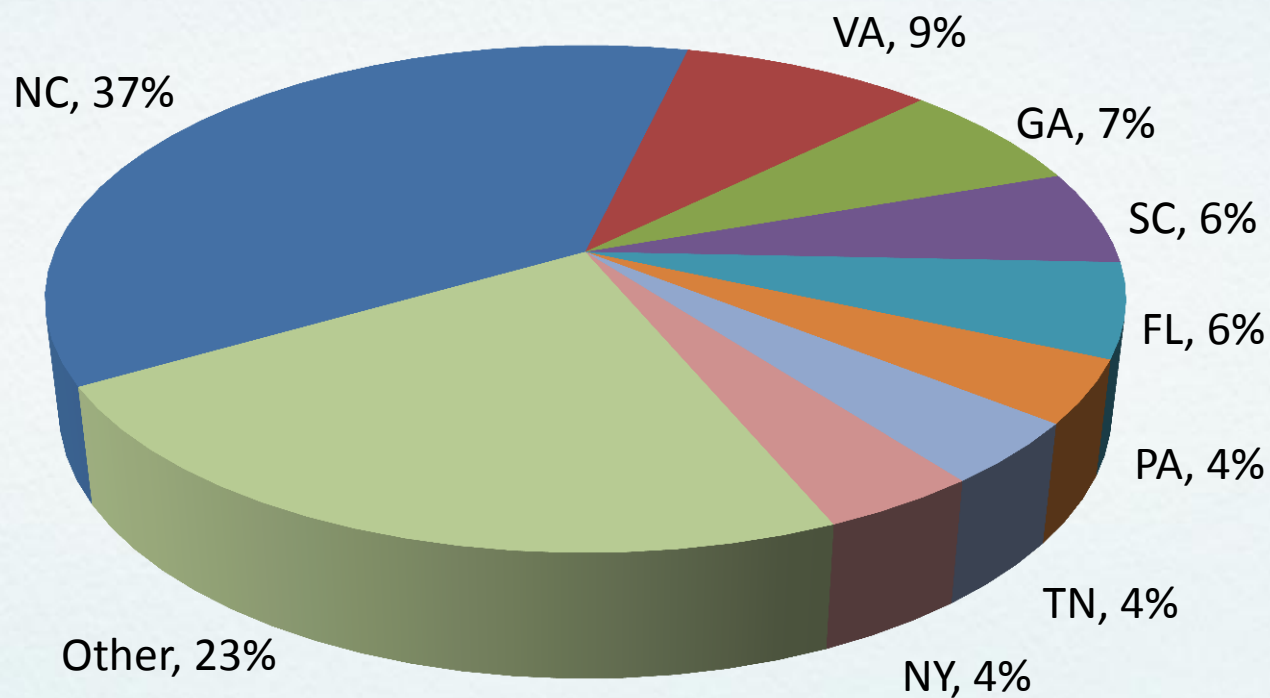
EMPLOYMENT RECOVERY FROM 2007 ANNUAL EMPLOYMENT CHANGE BY INDUSTRY



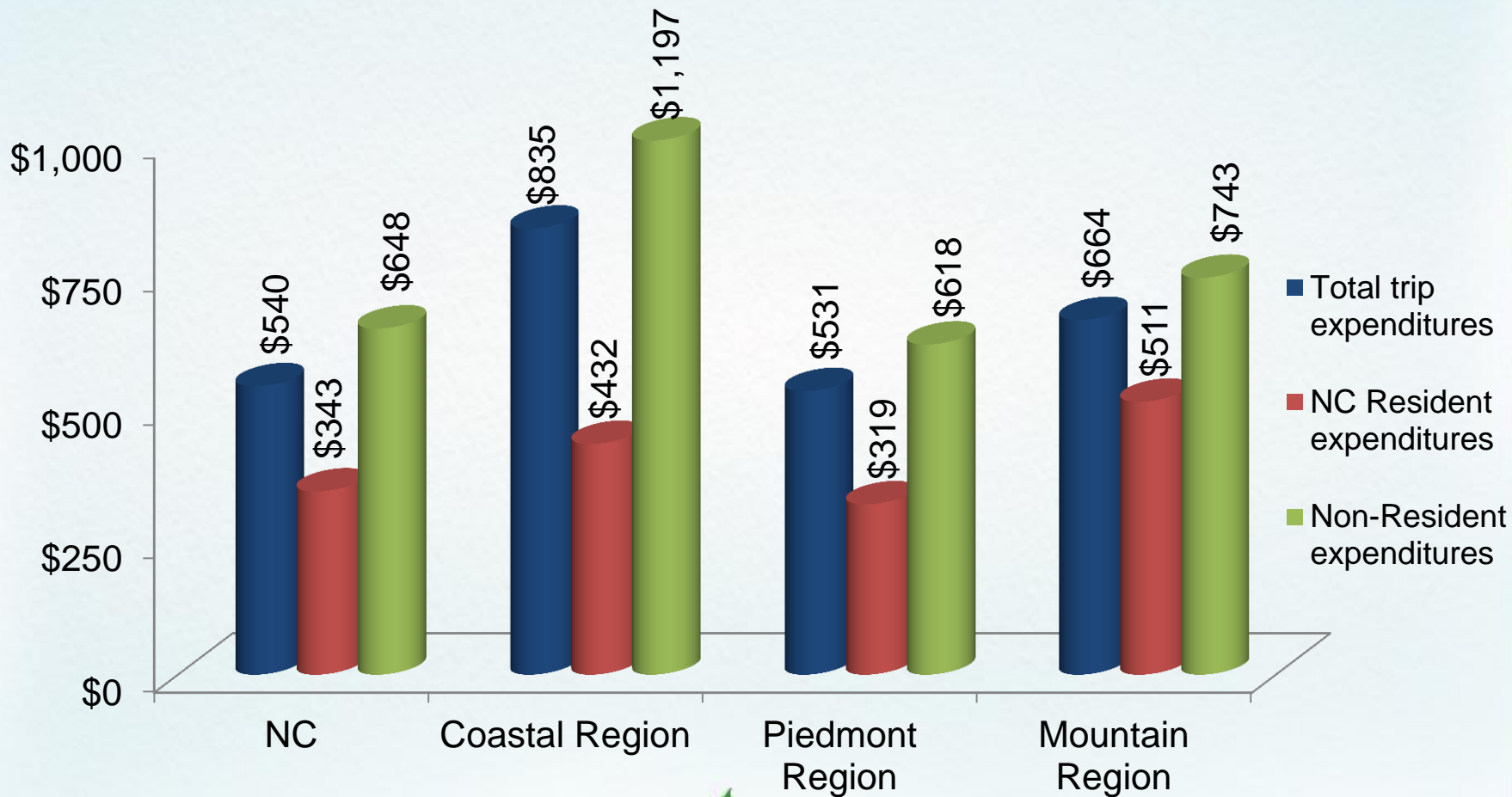
PROMOTING TRAVEL IN NC: PARTNERSHIPS



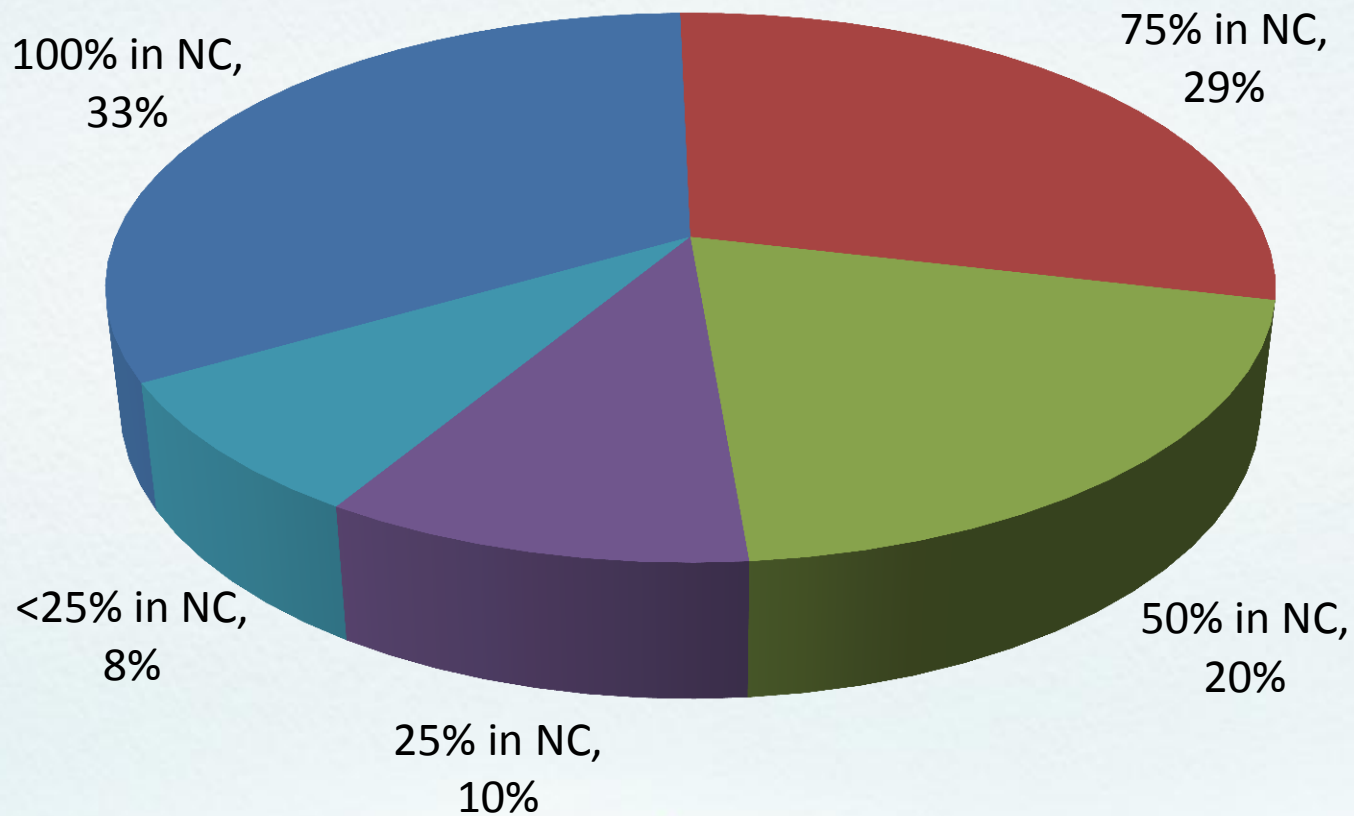
STATE OF ORIGIN OF NC OVERNIGHT VISITORS



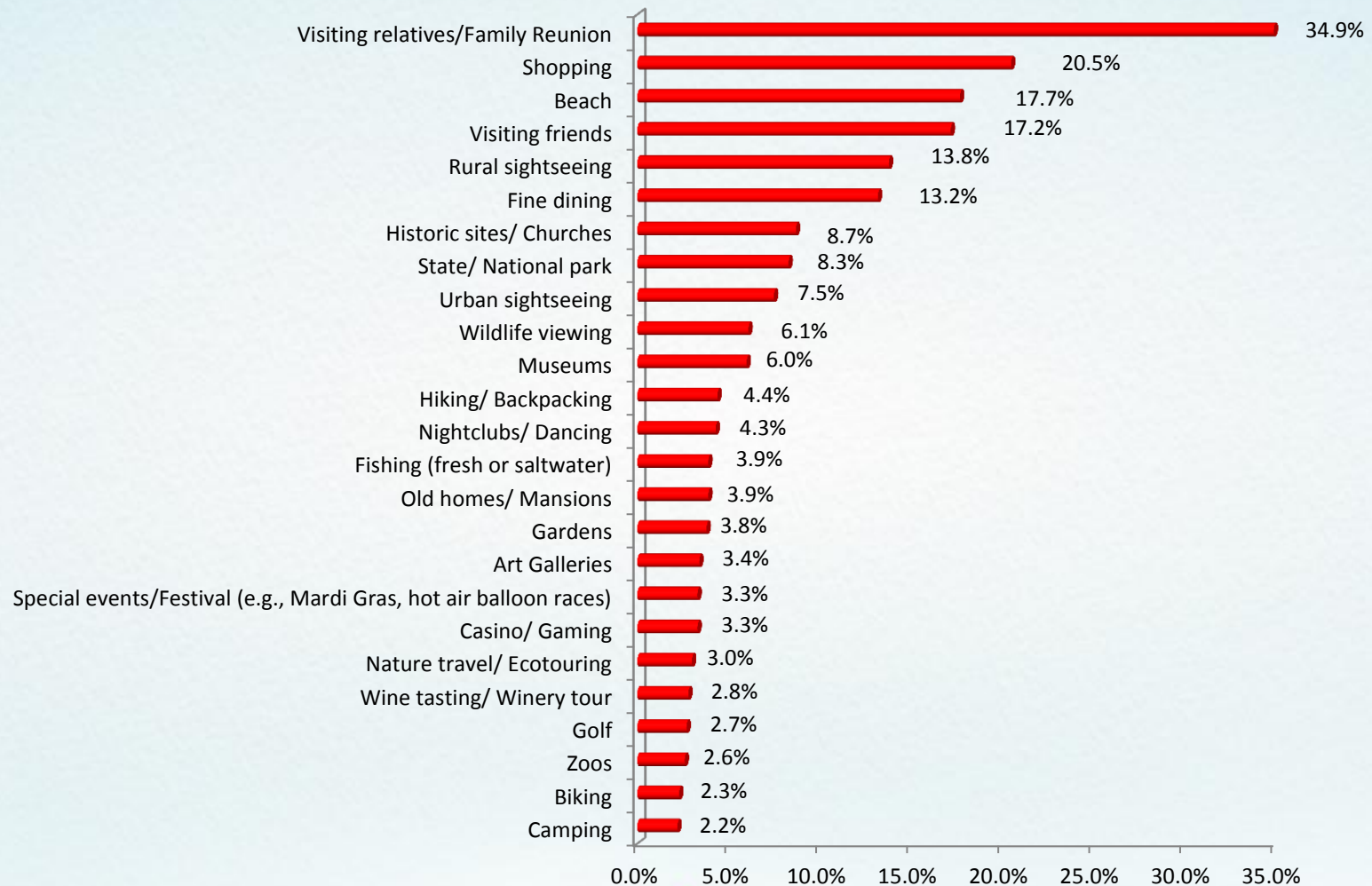
AVERAGE TOTAL TRIP SPENDING BY OVERNIGHT VISITOR PARTIES



PARTNER MARKETING DOLLAR ALLOCATION



ACTIVITIES OF NC OVERNIGHT VISITORS



RESEARCH

- Fast Facts
- Economic Impact
- Visitation
- Lodging
- International
- Tax Data
- County Level Statistics



WHO WE ARE TALKING TO

Mom, Wife, Daughter, Sister, Friend, Co-worker

- Females 35-54
- HHI \$75K+
- Wears many hats and frames her life in context of loved ones and friends



BRAND ADVERTISING



only light *this captivating*
could attract such an elusive bear.

He comes out of hibernation twice a year, when the sun sets in the southern Blue Ridge. Created by small peaks that cast shadows on the slopes below, this bear bathes in the mesmerizing light of fall and spring. While his visits are short-lived, the brilliant views and crisp mountain air lure him back year after year. Chances are, they'll have the same effect on you.

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even those who race *with wild abandon*
couldn't help but settle here.

More than four hundred years ago, ships ran aground along our coast. And while much was lost, none of the treasures were able to swim ashore. Long ago descendants of Spanish mustangs, these kinder ponies are free to roam wherever they please. But like so many others who visit our beaches - they remain. Captivated by the unforgettable concerts, breathtaking breezes and roasting sea oats.

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some artists travel the world
for inspiration
others don't need to.

Fixed to this place like strings to a guitar, our music is as loyal as its fans. It stays near the people and the venues that helped bring it to life: jazz, country, rock, folk, bluegrass, newgrass and more - all live here. They were born in artists who call this state home. And the same places that inspired greats like John Coltrane, Nina Simone, James Taylor and The Avett Brothers - may also inspire you.

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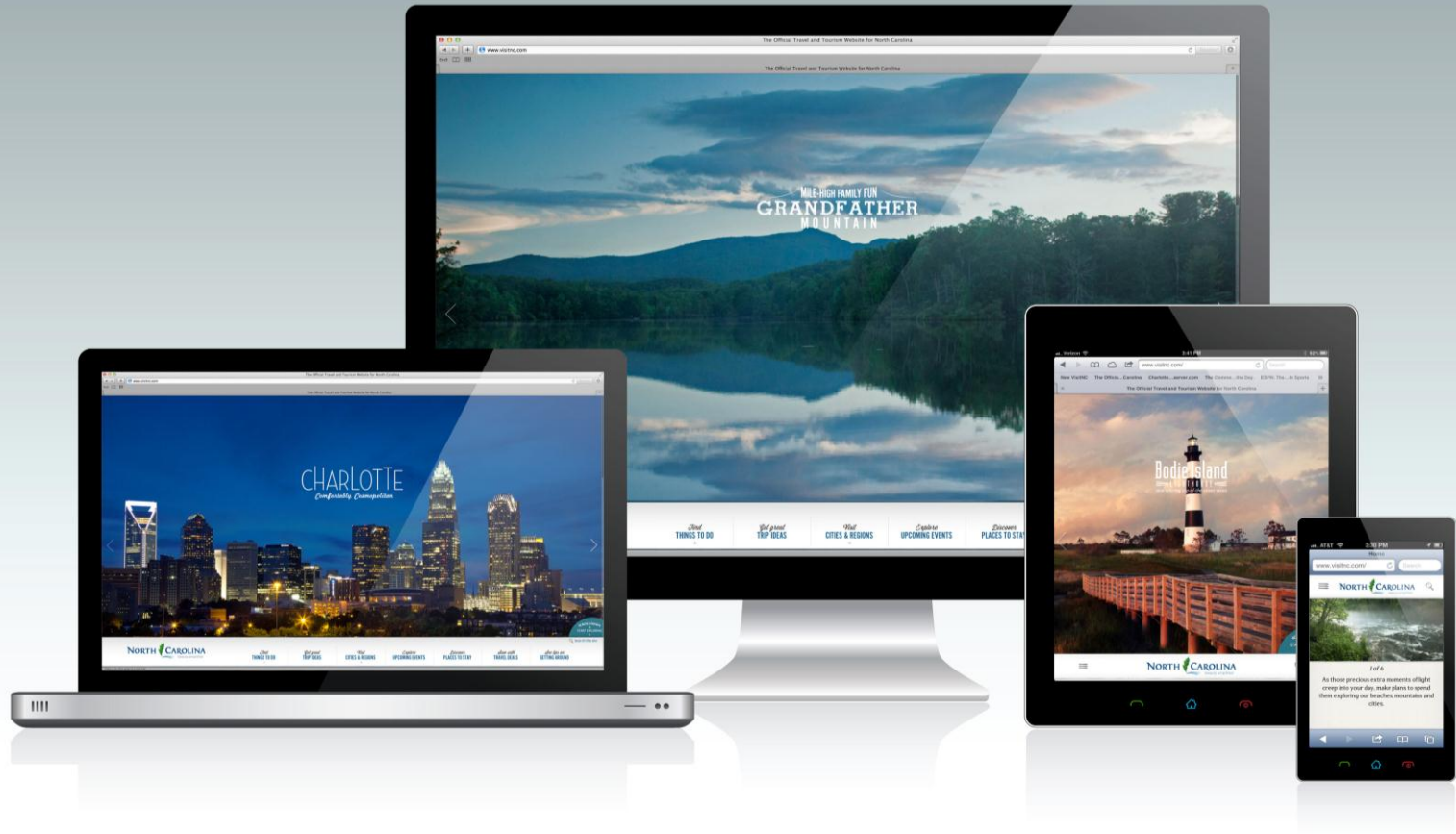
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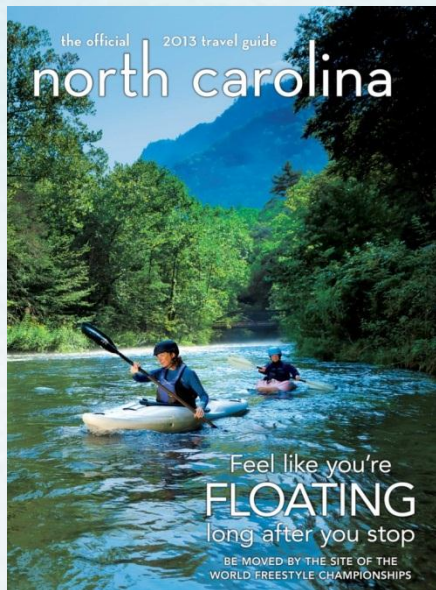
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DIGITAL ADVERTISING



PARTNERSHIPS LEVERAGE RESOURCES



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LEVERAGING RESOURCES THROUGH PARTNERSHIPS

Media Spending

Division Media Budget: \$3,380,000

Partner investment: \$2,100,000

Final Budget: \$5,480,000

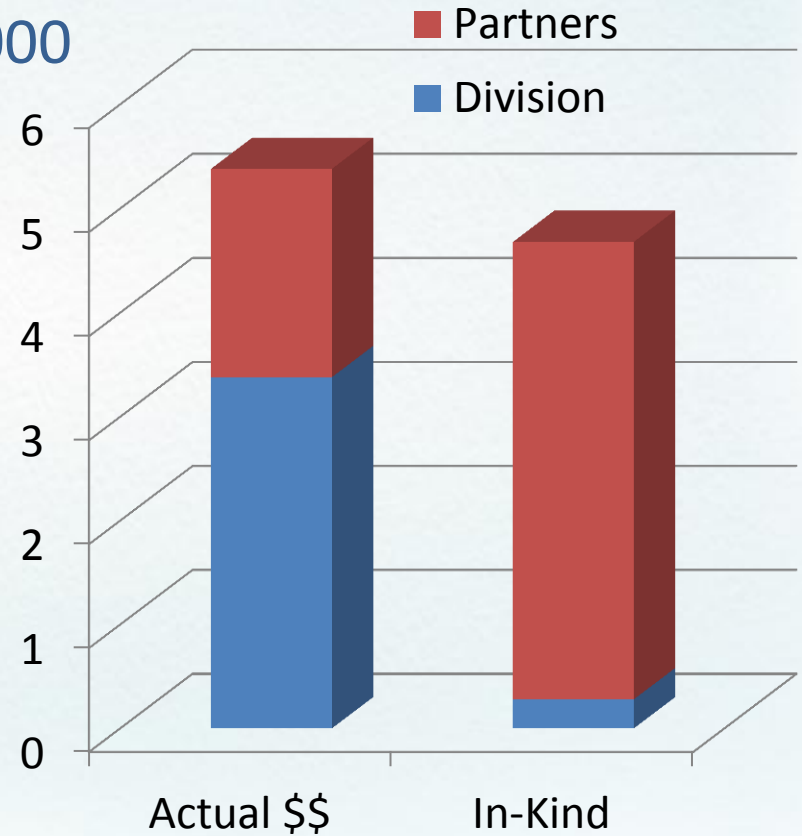
In Kind Media Partners

Division: \$280,000

Media Partners: \$3,391,000

Total Value:

\$9,126,000



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Local Artisans

Meet craftspeople as captivating as the pottery, glass, sculptures and woodcarvings they create.



Museums

Explore exhibits dedicated to flight, basketball, history, motorsports and getting hands-on.



Outdoor Drama

Attend a performance of The Lost Colony, Unto These Hills or other seasonal shows.



Performing Arts

Enjoy an eclectic mix of culture ranging from bluegrass festivals to Broadway plays.

Tour museums that made history.

Museums

North Carolina's museums are as unique as the treasures they display. Here you'll find the nation's **first state-funded art museum** in Raleigh as well as relics from Blackbeard's flagship, *Queen Anne's Revenge*, in Beaufort. Kids can get hands-on at **interactive museums** statewide, while plane and train enthusiasts will enjoy the **Wright Brothers National Memorial** in Kitty Hawk and the **North Carolina Transportation Museum** in Spencer. And no Tar Heel fan's visit is complete without a stop at the **Carolina Basketball Museum** in Chapel Hill.

[PHOTOS](#)[STORIES](#)[TRIP IDEAS](#)[VIDEOS](#)

Find out where sound travels to stay.

Music

Each note shapes our rich and vibrant musical history. **Doc Watson, John Coltrane, James Taylor, The Lumina Brothers, and The Avett Brothers** are among **legendary North Carolina music alumni**. Talent old and new is always on display at **concerts, festivals and small venues** throughout the state where you can hear our heritage firsthand.

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Wreck diving the
**QUEEN ANNE'S
REVENGE**



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Rainy days are perfect for exploring a new museum. What are your favorite museums in North Carolina?



Posted by Brooke Haney

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35 Likes 7 Comments 9 Shares

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28 Photo Views 0 Link Clicks 43 Other Clicks

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Joe King Yep, NC Transportation museum is my fav.



Unlike · Reply · 3 · March 12 at 11:32am



Ron Vetere I love this museum. I wish downtown Rocky Mount had a Rocky Mount Museum to include a train museum. – Hilarie

Like · March 12 at 1:51pm



Write a reply...



North Carolina Culture Gotta love the N.C. Transportation Museum!

Unlike · Reply · 1 · March 12 at 11:43am



Trey McLamb The Brady C. Jefcoat Museum blew my mind way more than expected, worth the trip.

Unlike · Reply · 1 · March 12 at 11:23am · Edited



Philippe Delarbre Museum of Cherokee Indian in Cherokee NC

Like · Reply · March 12 at 12:03pm



Visit North Carolina shared North Carolina State Parks and Recreation's photo.

Such a beautiful shot from our friends at North Carolina State Parks and Recreation.



North Carolina State Parks and Recreation

about a month ago

Like Page

Just one more snow shot...the Profile Trail at Grandfather Mountain State Park early today.



about a month ago

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PROJECT 543

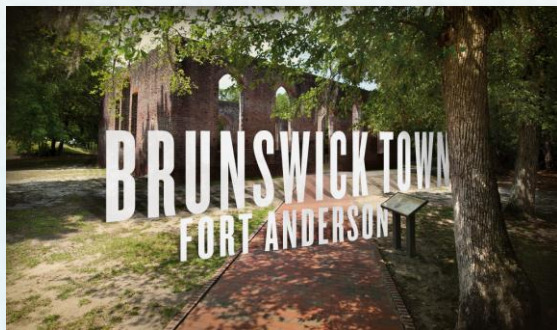
Project 543

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 <p>BRUNSWICK TOWN FORT ANDERSON</p>	 <p>HISTORIC BATH EST. 1704 NC'S OLDEST TOWN</p>	 <p>ALLIGATOR RIVER WILDLIFE REFUGE <i>Eden Lake, NC</i></p>	 <p>Queen ANNE'S REVENGE</p>



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The 'First Meeting' at Bennett Place in Durham, site of the largest surrender of the Civil War. (Painting by Dan Nance)

From Atlantic coastal sites at Forts Fisher and Maacon to Union cavalry operations in the western mountains, North Carolina offers a collection of Civil War sites as varied as its landscapes. Blockade running in Wilmington. Ironclads at Kinston and Plymouth. Sherman vs. Johnston battles in 1865. A surrender more than two weeks after Appomattox. "Lee's Lifeline" on a crucial railroad.

Just about anywhere you go in North Carolina, you will bump into a Civil War story — one you may not find anywhere else.

Civil War Trails Map

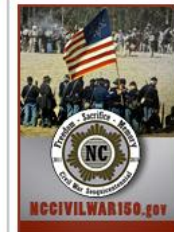
The North Carolina Civil War Trails Map, updated June 2007, features numerous sites in addition to the sites identified on the original Carolinas



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Visit NC's seaside fort, the largest Land-Sea Battle Site.



FALL SEASON COLLABORATION

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FALL

Be as changed by a season as the turning leaves.

Journey to North Carolina in autumn, and you'll explore a spectrum of color as expansive as the views. Soar above it all at the Carolina BalloonFest in Statesville. Tranquil

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Explore unique spots across North Carolina



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FALL FOLIAGE AND FISHING REPORTS

Mountain Foliage Reports

The mountains provide a scenic backdrop for fall foliage. Check here for new reports from our park rangers each week throughout the season to find photos and updates on peak conditions in the region.

You can share your own fall pictures and experiences with us on [Facebook](#) and [Twitter](#). See what's happening in other regions of the state with [Piedmont Foliage Reports](#) and [Coastal Fishing and Activity Reports](#).

Reports and photos are provided by the park rangers and staff of the [North Carolina State Parks](#) system.

Oct. 28 Report - Jennette's Pier, Nags Head

Dare County



Oct. 25, 2013, Birdseye view of Jennette's Pier.

Certain anglers wait all year for the fall spot to bite, and it began in earnest late last week. The spot continue to bite today with anglers picking up two, and occasionally five, at a time.

There has also been an increase in the number of throwback speckled trout over the last few days. With water temperatures hovering around 63 degrees, the larger trout should arrive at any time. Expect good fishing to continue this week.

For more information about visiting this location, go to [Jennette's Pier](#) and [Outer Banks Visitors Bureau](#).

Mike Remige

[See all of the Coastal Fishing and Wildlife Reports »](#)

Oct. 23 Report - Kerr Lake State Recreation Area

Henderson



Oct. 23, 2013, Kerr Lake State Recreation Area.

Autumn foliage is at about 60% on the way to peak. The landscape is now full of brilliant golds, warm oranges and deep reds. Oaks are some of the only species still showing little to no change.

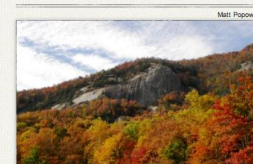
For more information about visiting this location, go to [North Carolina State Parks](#) and [Vance County](#).

Jessica Williams

[See all of the Piedmont Foliage Reports »](#)

Nov. 7 Report - Chimney Rock State Park

Chimney Rock



Nov. 5, 2013, View of Chimney Rock Mountain from the Meadows.

Leaf colors exploded at Chimney Rock last week, surrounding us in brilliant golds, reds and oranges! Foliage is at peak, and should remain colorful into mid-November if the weather remains calm. The maples are stunning this year, and the red oaks are just now living up to their name.

Leaf peepers can find beautiful autumn foliage along the park's four scenic trails, cruising the road or rock climbing this Saturday at Climbin' the Chimney from 11:00 am-3:00 pm.

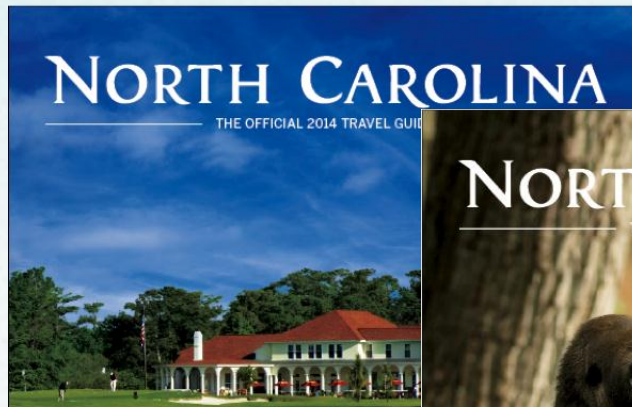
For more information about visiting this location, go to [North Carolina State Parks](#) and [Rutherford Tourism](#).

Matt Popowski

[See all of the Mountain Foliage Reports »](#)



2014 TRAVEL GUIDE



INCREASING COMPETITION

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Politics

Gov. Scott Seeks Record \$100M To Promote Florida Tourism

January 10, 2014 4:06 PM

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(Photo by Joe Raedle/Getty Images)

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TALLAHASSEE (CBSMiami) — Gov. Rick Scott will seek \$100 million to help bring 100 million visitors a year to the Sunshine State.

Scott announced Friday that he intends to ask the Legislature for the record amount of funding for Visit Florida, the state's tourism-promotion arm, in the 2014 budget.

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TN steps up effort to attract more visitors

New report, millions more in marketing to get word out on all state has to

Sep. 18, 2013 | 0 Comments  24 people recommen

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SC tourism agency plans to market a 'barbecue trail'

BY ADAM DEAN
adam@thestate.com August 4, 2013

LITTLE MOUNTAIN, SC — Black Cannon sells 400 an old hol

His kitchen keeps a p coats he in gallon fuel pot. On Th the grill and watching t

Cannon's BBQ is one of dozens of family-owned barbecue restaurants scattered across South Carolina, many only open a few days a week and known primarily to locals and barbecue aficionados.

patio • pool • porch
furnishings you can afford

In the 2013-14 budget year, which started July 1, lawmakers approved a \$9 million increase for the state's tourism agency, for the second consecutive year one of the largest increases given any state agency.



MARKETING CYCLE

